

GARDNER, CARTON & DOUGLAS

1301 K STREET, N.W.

SUITE 900, EAST TOWER

WRITER'S DIRECT DIAL NUMBER

WASHINGTON, D.C. 20005

CHICAGO, ILLINOIS

JAMES K. EDMUNDSON
(202) 408-7162

(202) 408-7100

FAX: (202) 289-1504

INTERNET: gcdlawdc@gcd.com

July 3, 1997

BY HAND DELIVERY

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W.
Room 222
Washington, D.C. 20554

RECEIVED

JUL - 3 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

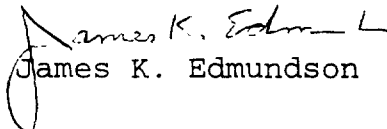
Re: MM Docket Nos. 91-221, 87-8, 94-150 92-51 and 87-154

Dear Mr. Caton:

Enclosed herewith on behalf of our client, TV 55, LLC, licensee of WFVT(TV), Channel 55, Rock Hill, South Carolina are an original and four copies of its Response to LMA Inquiry, which the Commission requested in its Public Notice, DA 97-1246 released June 17, 1997.

Please direct inquiries concerning this response to the undersigned.

Respectfully submitted,


James K. Edmundson

JKE/kkj

cc(w/encl.): Paul J. Feldman, Esq.
Counsel for Capitol Broadcasting Company, Inc.

75691-1/199500-1



3501 Performance Road
Charlotte, North Carolina 28214
Post Office Box 668400
Charlotte, North Carolina 28266-8400

(704) 398-0046
Fax (704) 393-8407
Rock Hill (803) 324-5550

July 2, 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, NW
Washington, DC 20554

Re: MM Docket Nos. 91-221, 87-8, 94-150, 92-51 and 87-154

Dear Mr. Caton:

There is enclosed herewith the response of TV55, LLC, licensee of WFVT (TV), Rock Hill, South Carolina, to the Commission's Public Notice, DA 97-1246, released June 17, 1997.

Please direct inquiries concerning this response to our communications counsel.

Sincerely,

A handwritten signature in cursive script, appearing to read "H. Wharton Winstead".

H. Wharton Winstead
President

WFVT Response to LMA Inquiry

By Public Notice, DA 97-1246, released June 17, 1997, the Commission sought further information regarding television local marketing agreements (hereafter LMA) between commercial television stations. TV 55, LLC (hereafter TV 55), licensee of television broadcast station WFVT, Channel 55, Rock Hill, South Carolina, has an LMA with Capitol Broadcasting Company, Inc. (hereafter Capitol), the parent of WJZY-TV, Inc., licensee of WJZY, Channel 46, Belmont, North Carolina.¹ The information set forth below is keyed to the numbered requests set forth in the Commission's Public Notice.

**LMA DATA RE:
WFVT(TV), Rock Hill, South Carolina
and WJZY(TV), Belmont, North Carolina**

| | Brokered Station | Brokering Station |
|------------------------------|-------------------------|---|
| 1. Licensee: | TV 55, LLC | WJZY-TV, Inc., a subsidiary of Capitol Broadcasting Company, Inc. |
| Call Letters: | WFVT(TV) | WJZY(TV) |
| Channel: | 55 | 46 |
| Community of License: | Rock Hill, SC | Belmont, NC |
| 2. DMA: | Charlotte, NC | Charlotte, NC |
| Rank: | 28 | 28 |

¹ Capitol is filing a separate response to the LMA inquiry.

3. **Degree of Signal Contour Overlap:**

Based on a review of the WFVT and WJZY coverage maps by WJZY's Chief Engineer, it has been determined that the City Grade, Grade A, and Grade B contours of the two stations are almost identical.

4. **Date on Which Parties Entered Into Agreement:**

Capitol entered into an LMA on June 6, 1994 with the then-permittee of Channel 55, Family Fifty-Five, Inc. (hereafter Family Fifty-Five). WFVT was subsequently constructed and commenced operation on October 21, 1994. On July 22, 1996, Family Fifty-Five assigned WFVT and its rights and obligations under the LMA to TV 55.

5. **Term of Agreement:**

The LMA commenced on June 6, 1994, and continues through five years after commencement of WFVT program test authority, with a renewal at Capitol's discretion for an additional five year period. The Agreement inter alia automatically terminates if WFVT is sold to Capitol.

6. **Percentage of Brokered Hours:**

98.8 percent of WFVT's weekly broadcast hours are brokered to WJZY.

7. **Network Affiliation:**

The Brokered Station (WFVT) is an affiliate of the WB Network. The Brokering Station (WJZY) is an affiliate of the UPN Network.

8. **Nielsen Audience Share
Mon.-Sun. 9 a.m. - Midnight:**

| | Brokered Station (WFVT) | Brokering Station (WJZY) |
|----------|--------------------------------|---------------------------------|
| May 97: | 3 | 6 |
| Feb. 97: | 4 | 6 |
| Nov. 96: | 3 | 6 |

9. Other Information:

TV 55 acquired the WFVT license and assets, effective July 22, 1996, pursuant to the prior consent of the Commission (BALCT-960424IA, granted June 28, 1996; FCC Report No. 43775, released July 8, 1996). The LMA between the prior WFVT licensee, Family Fifty-Five, and Capitol, the corporate parent of WJZY-TV, Inc., was filed as Appendix A, Exhibit 5 to the Assignee's section of the assignment application. The LMA was reviewed by the FCC staff in connection with the processing of the assignment application and a termination provision was deleted at the staff's request (see BALCT-960424IA, staff letter date stamped June 28, 1996).

WFVT is the sole commercial television station licensed to serve Rock Hill, South Carolina (1990 population - 41,643). WFVT operates 24 hours a day, except for occasional downtime for maintenance on Mondays, during the period 12 midnight - 6 a.m. WFVT is affiliated with the Warner Brothers Network and provides 16 hours per week of WB programming to the Charlotte market, including seven hours per week in prime time.

WFVT currently broadcasts five and a half hours per week of core Children's Programming. Its Form 398 for the first quarter 1997 is annexed hereto as Appendix A. The station also broadcasts quarterly a children's special entitled In Our Classroom. WFVT carries the Charlotte Hornets, telecasting 13 games in the 1996-97 season.

WFVT broadcasts a minimum of 70 public service announcements a week. The Channel 55 licensee also originates a weekly half hour public affairs program, Focus 55, devoted to issues of concern to the Rock Hill community. The 30 minute weekly program is taped in Rock Hill, as a convenience to Rock Hill community leaders, and is broadcast on WFVT on Sundays at 7 a.m. and Mondays at 1 p.m. A list of program subjects for the period July 1996 - March 1997 is annexed hereto as Appendix B.

WFVT and WJZY have an excellent working relationship. Under the LMA agreement, WFVT is furnished space at the WJZY studio for use as a main studio for WFVT as well as office space sufficient to accommodate Channel 55's General Manager and Administrative Assistant. WJZY also provides WFVT with tape machines, cameras and other equipment sufficient to produce original public interest programming without cost to the Channel 55 licensee.

WFVT and WJZY have also joined together in a project to serve young viewers called "STV...Student Television". The purpose of STV is to provide schools in the service areas of the stations with positive educational messages, e.g., healthy study habits, stopping school violence, energy conservation and personal responsibility. The stations hold bi-annual meetings with area educators to determine subjects of importance to be addressed by STV. The stations also produce STV Magazine, a 12 page publication distributed in area schools three times a year.

A more complete description of the STV project is annexed hereto as Appendix C.

APPENDIX A

CHILDREN'S PROGRAMMING
QUARTERLY REPORT
JANUARY - APRIL 1997

TV 55, LLC
Station: WFVT - TV
Rock Hill, South Carolina

April 10, 1997

FCC 398 Submission Results

FCC 398 Filing for Call Sign **WFVT** for quarter ending 03/31/1997

Accepted!

Confirmation number: 8

Errors and informational messages:

WARNING: *Question 6, Program #1, Title* is blank, other values ignored

WARNING: *Aired Sponsored Program #1, Name* is blank, other values ignored

WARNING: *Question 9, Program #1, Title* is blank, other values ignored

Federal Communications Commission
Washington D.C. 20554Approved by OMB
3060-0754**FCC 398**
Children's Television Programming Report

Report reflects information for quarter ending (mm/dd/yyyy) 03/31/1997

| | | | | | |
|------------------------|----------------|----------------------|-------|---|---------------------------------------|
| 1. Call Sign | Channel Number | Community of License | | | |
| WFVT | 55 | City | State | County | ZIP Code |
| | | Rock Hill | SC | York | 28214 |
| Licensee | | | | | Previous call sign (if applicable) |
| TV55, LLC. | | | | | |
| ● Network Affiliation: | | Nielsen DMA | | World Wide Web Home Page Address (if applicable) | |
| WB | | Charlotte | | | |
| Independent | | | | www.wb55.com | |

Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. Section 73.671(c).

5.5

3. Does the licensee identify each Core Program at the beginning of the airing of each program as required by C.F.R. Section 73.673?

● Yes No

4. Does the licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?

● Yes No

5. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

| | | | | | | |
|---|----|-----------|-------------------|-----------------------|---|--|
| Title of Program #1: | | | | | Origination | |
| Dream Big | | | | | Syndicated | |
| Days/Times Program Regularly Scheduled: | | | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. | |
| Tuesday 2:30p | | | 12 | 0 | | |
| Length of Program: | 30 | (minutes) | | | | |
| Age of Target Child Audience: from | | 4 | years to | 11 | years | |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. In each episode, the cameras follow our hosts, Dave and Casey, as they spend a day with a whale trainer, a horse trainer, a pilot, or a train engineer. Each episode is designed to reveal to children the world around them and to help kids answer the question, "What do you want to be when you grow up?" | | | | | | |

| | | | | | | |
|---|----|-----------|-------------------|-----------------------|---|--|
| Title of Program #2: | | | | | Origination | |
| Field Trip | | | | | Syndicated | |
| Days/Times Program Regularly Scheduled: | | | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. | |
| Wednesday 2:30p | | | 13 | 0 | | |
| Length of Program: | 30 | (minutes) | | | | |

| | | | | |
|---|---|----------|----|-------|
| Age of Target Child Audience: from | 6 | years to | 11 | years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Each week a new and exciting trip awaits our viewers... to historical places, or someplace close that's just as interesting. From George Washington's estate at Mount Vernon, to a factory just next door, Field Trip is designed to reveal the wonder that surrounds them. | | | | |

| | | | | | |
|--|----|-------------------|-----------------------|---|-------|
| Title of Program #3: | | | | Origination | |
| Madison's Adventures: Growing Up Wild | | | | Syndicated | |
| Days/Times Program Regularly Scheduled: | | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. | |
| Thursday 2:30p | | 13 | 0 | | |
| Length of Program: | 30 | (minutes) | | | |
| Age of Target Child Audience: from | | 6 | years to | 11 | years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Madison takes viewers on an exciting trip through the world of animals... from the biggest rhino to the smallest insect, Madison's Adventures is an incredible look at the animal kingdom. | | | | | |

| | | | | | |
|---|----|-------------------|-----------------------|---|-------|
| Title of Program #4: | | | | Origination | |
| Gladiators 2000 | | | | Syndicated | |
| Days/Times Program Regularly Scheduled: | | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. | |
| Friday 2:30p | | 13 | 0 | | |
| Length of Program: | 30 | (minutes) | | | |
| Age of Target Child Audience: from | | 6 | years to | 11 | years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Gladiators 2000 serves children's educational and informational needs by displaying an interactive learning experience that places equal emphasis on self-esteem, education, and competition. Exercising both mind and body are participants between the ages of 10-13. Each team of young contenders is captained by two of the American Gladiators, who coach their team in the physical events, and teach the kids about science, food, exercise and the human body. The educational content of Gladiators 2000 was designed in conjunction with the California Governor's Council on Physical Fitness & Sports. | | | | | |

| | | | | | |
|--|----|-------------------|-----------------------|---|-------|
| Title of Program #5: | | | | Origination | |
| Nick News | | | | Syndicated | |
| Days/Times Program Regularly Scheduled: | | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. | |
| Monday 2:30p | | 8 | 0 | | |
| Length of Program: | 30 | (minutes) | | | |
| Age of Target Child Audience: from | | 4 | years to | 11 | years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | | | | |

Nick News brings the stories of today to children... a topical news show designed to educate kids about current events.

| | | | | | |
|--|----|-------------------|-----------------------|---|-------|
| Title of Program #6: | | | | Origination | |
| Bananas In Pajamas | | | | Syndicated | |
| Days/Times Program Regularly Scheduled: | | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. | |
| Monday - Friday 8:30am | | 65 | 0 | | |
| Length of Program: | 30 | (minutes) | | | |
| Age of Target Child Audience: from | | 2 | years to | 6 | years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Bananas in Pajamas provides a safe and instructive environment for young children... demonstrating and informing young children about proper behavior, friendship, and social interaction. | | | | | |

| | | | | | |
|---|----|-------------------|-----------------------|---|-------|
| Title of Program #7: | | | | Origination | |
| The Why Why Family | | | | Syndicated | |
| Days/Times Program Regularly Scheduled: | | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. | |
| Sunday 10:30am | | 13 | 0 | | |
| Length of Program: | 30 | (minutes) | | | |
| Age of Target Child Audience: from | | 4 | years to | 11 | years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. The Why Why Family is curious... constantly asking questions about how this or that works, showing a natural curiosity about the world around them. Through the family's curiosity viewers learn useful information... and are exposed to a love of learning and curiosity. | | | | | |

Add information about another program (or delete information for last program (#7))

Add

Delete

Non-Core Educational and Informational Programming

6. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

| | | | | | |
|----------------------------|--|-------------------|-----------------------|---|--|
| Title of Program #1: | | | | Origination | |
| | | | | Syndicated | |
| Dates/Times Program Aired: | | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. | |
| | | | 0 | | |
| Length of Program: | | (minutes) | | | |

| | |
|--|--|
| Age of Target Child Audience: from <input type="text"/> years to <input type="text"/> years | |
| Describe the program. | |
| Does the program have educating and informing children ages 16 and under as a significant purpose? Yes <input type="radio"/> No <input type="radio"/> | |
| If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? Yes <input type="radio"/> No <input type="radio"/> | |
| If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? Yes <input type="radio"/> No <input type="radio"/> | |
| <div style="border: 1px solid black; padding: 2px 10px; display: inline-block;">Add</div> <div style="border: 1px solid black; padding: 2px 10px; display: inline-block;">Delete</div> | |

Add information about another program (or delete information for last program (#1))

Other Matters

7. Complete the following for each program that you plan to air for the next quarter that meets the definition of Core Programming.

| | | | | | |
|---|-------------------------|-------------------|-------------------------------|-------------------------------------|---------|
| Title of Program #1: | | | | Origination | |
| Dream Big | | | | Syndicated <input type="checkbox"/> | |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: | | |
| Tuesday 2:30p | 13 | 30 (minutes) | from 4 | to 11 | (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. In each episode, the cameras follow our hosts, Dave and Casey, as they spend a day with a whale trainer, a horse trainer, a pilot, or a train engineer. Each episode is designed to reveal to children the world around them and to help kids answer the question, "What do you want to be when you grow up?" | | | | | |

| | | | | | |
|---|-------------------------|-------------------|-------------------------------|-------------------------------------|---------|
| Title of Program #2: | | | | Origination | |
| Field Trip | | | | Syndicated <input type="checkbox"/> | |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: | | |
| Wednesday 2:30p | 13 | 30 (minutes) | from 6 | to 11 | (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Each week a new and exciting trip awaits our viewers... to historical places, or someplace close that's just as interesting. From George Washington's estate at Mount Vernon, to a factory just next door, Field Trip is designed to reveal the wonder that surrounds them. | | | | | |

| | | | | | |
|--|-------------------------|-------------------|-------------------------------|-------------------------------------|---------|
| Title of Program #3: | | | | Origination | |
| Madison's Adventures: Growing Up Wild | | | | Syndicated <input type="checkbox"/> | |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: | | |
| Thursday 2:30p | 13 | 30 (minutes) | from 6 | to 11 | (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Madison takes viewers on an exciting trip through the world of animals... from the biggest rhino to the smallest insect, Madison's Adventures is an incredible look at the animal kingdom. | | | | | |

| | | | | | |
|---|-------------------------|-------------------|-------------------------------|-------------------------------------|---------|
| Title of Program #4: | | | | Origination | |
| Gladiator's 2000 | | | | Syndicated <input type="checkbox"/> | |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: | | |
| Friday 2:30p | 13 | 30 (minutes) | from 6 | to 11 | (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | | | | |
| Gladiators 2000 serves children's educational and informational needs by displaying an interactive learning experience that places equal emphasis on self-esteem, education, and competition. Exercising both mind and body are participants between the ages of 10-13. Each team of young contenders is captained by two of the American Gladiators, who coach their team in the physical events, and teach the kids about science, food, exercise and the human body. The educational content of Gladiators 2000 was designed in conjunction with the California Governor's Council on Physical Fitness & Sports. | | | | | |

| | | | | | |
|--|-------------------------|-------------------|-------------------------------|-------------------------------------|---------|
| Title of Program #5: | | | | Origination | |
| Nick News | | | | Syndicated <input type="checkbox"/> | |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: | | |
| Monday 2:30p | 13 | 30 (minutes) | from 4 | to 11 | (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | | | | |
| Nick News brings the stories of today to children... a topical news show designed to educate kids about current events. | | | | | |

| | | | | | |
|--|-------------------------|-------------------|-------------------------------|-------------------------------------|---------|
| Title of Program #6: | | | | Origination | |
| Bananas In Pajamas | | | | Syndicated <input type="checkbox"/> | |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: | | |
| Monday - Friday 8:30am | 65 | 30 (minutes) | from 2 | to 6 | (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | | | | |
| Bananas in Pajamas provides a safe and instructive environment for young children... demonstrating and informing young children about proper behavior, friendship, and social interaction. | | | | | |

| | | | | | |
|---|-------------------------|-------------------|-------------------------------|-------------------------------------|---------|
| Title of Program #7: | | | | Origination | |
| The Why Why Family | | | | Syndicated <input type="checkbox"/> | |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: | | |
| Sunday 10:30am | 13 | 30 (minutes) | from 4 | to 11 | (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | | | | |
| The Why Why Family is curious... constantly asking questions about how this or that works, showing a natural curiosity about the world around them. Through the family's curiosity viewers learn useful information... and are exposed to a love of learning and curiosity. | | | | | |

Add information about another program (or delete information for last program (#7))

Add

Delete

8. Does the licensee publicize the existence and location of the stations's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(a)(8)(iii)? ☒ Yes ☐ No

9. List Core Programs, if any, aired by other stations that are sponsored by the licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also

indicate whether the amount of total Core Programming broadcast by another station increased.

| Name of Program | Call Letters of Station Airing Sponsored Program | Channel Number of Station Airing Sponsored Program | Did total programming Increase? |
|-----------------|--|--|--|
| | | | Yes <input type="radio"/> No <input type="radio"/> |

Add row for another program/airing station (or delete last row)

Add

Delete

For each Core Program sponsored by the licensee, complete the chart below.

| | | | | |
|--|-------------------|-----------------------|---|--|
| Title of Program #1: | | | Origination | |
| | | | | |
| Days/Times Program Regularly Scheduled: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. | |
| | | 0 | | |
| Length of Program: | (minutes) | | | |
| Age of Target Child Audience: from | years to | | | |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | | | |
| | | | | |

Add

Add information about another program (or delete information for last program (#1))

Delete

| | |
|---|---------------------------------------|
| 10. Name of children's programming liaison: | |
| Name | Telephone Number (include area code) |
| Debra Dahlin | 704-398-0046 |
| Address | Internet Mail Address (if applicable) |
| 3501 Performance Rd. | dahlin@wjzy.com |
| City | State |
| Charlotte | NC |

11. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTE 2.

WFVT's "Club STV" is an in-school outreach program designed to make children better students. During the quarter ended March 31, 1997, WFVT's Jeff Johnson was made available to schools as part of this outreach program. Jeff is a talented speaker who covers topics like "Why school is important," "How to Study," "Why it's cool to be smart," and teaches positive self-esteem. WFVT's Club STV is endorsed by 25 area school systems. In first quarter 1997 Jeff made the following visits to schools in the DMA:
1/7/97 Featured speaker at Lincoln County Dare graduation for 5th graders.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee

Signature (only for printed version)

| | |
|------------|--|
| TV55, LLC. | |
| Date | |
| 4/8/97 | |

FCC 398
January 1997 (1.0)
(end)

Electronic Filing Operations

| | |
|-------------------|---|
| Check Data | Run <u>checks</u> to look for data errors. |
| File 398 | Send the values to the FCC as an <u>FCC 398 filing</u> . |
| Reset | <u>Reset data</u> to last updated values. |
| Update Local Data | <u>Update data</u> into this form (so that it can be saved locally with your browser's File/Save As command). This will allow you to restart this form in the future by using File/Open File. |
| Report to Print | Get a version of this FCC 398 Report for <u>printing</u> . |
| | ====> Get <u>Electronic Filing User's Manual</u> |
| | ====> Get <u>Official FCC 398 Instructions</u> |

WFVT's "Club STV" is an in-school outreach program designed to make children better students. During the quarter ended March 31, 1997, WFVT's Jeff Johnson was made available to schools as part of this outreach program. Jeff is a talented speaker who covers topics like "Why school is important," "How to Study," "Why it's cool to be smart," and teaches positive self-esteem. WFVT's Club STV is endorsed by 25 area school systems. In first quarter 1997 Jeff made the following visits to schools in the DMA:

1/7/97 Featured speaker at Lincoln County Dare graduation for 5th graders.

1/8/97 Featured speaker at Faith Christian School

1/16/97 Keynote Speaker at Chester County Career Day for High School Students

1/21/97 Featured guest on Winding Springs Elementary "Today" show

1/22/97 Met with students at Catawba Springs Elementary to discuss the role of television in schools

1/28/97 Featured speaker at Shilo Elementary School's Awards Day

1/28/97 Featured speaker at South Middle School "Right Moves For Youth" Dinner

1/29/97 Featured speaker at Endy Schools Achievement Awards

2/4/97 Featured speaker at Oakboro Schools mid-quarter pep-rally

2/4/97 Featured speaker at Clear Creek Elementary Awards day

2/6/97 Featured speaker at Lincoln Heights mid-quarter pep-rally

2/12/97 Featured speaker at Northridge Middle's black history month activities

2/18/97 Featured reader at Pinewood Elementary's reading day

2/19/97 Lead discussion group of 8th & 9th graders during black history month activities at Albemarle Road Middle School

2/20/97 Featured speaker at Lingerfeldt Elementary as part of black history month studies

2/24/97 Featured reader at Statesville Road Elementary School

3/6/97 Featured speaker at Rama road elementary school's minority achievement club

3/12/97 Featured speaker at Southwest Jr. high during their spirit week

3/20/97 Featured speaker at Indian Trail School's Career Day

In February WFVT distributed the "STV Magazine" to approximately 170,000 students

throughout the area. The STV magazine is filled with educational and reading information

designed to serve students in grades K-6. The content of the STV magazine is approved by

area school systems and is a part of the STV program, which is endorsed by 25 area school

systems for its service to children.

APPENDIX B

DURING THE PRIOR QUARTER THE FOLLOWING 30-MINUTE PUBLIC AFFAIRS PROGRAMMING WAS BROADCAST TO SERVE THE NEEDS AND CONCERNS OF THE ROCK HILL COMMUNITY BASED ON ASSCERTAINMENTS OF COMMUNITY NEEDS AND PROBLEMS CONDUCTED OVER A 100-PERSON INTERVIEW.

FOCUS 55

JANUARY - 1997

SUNDAYS AT 7:30AM AND MONDAYS AT 1:00PM

| | |
|------------------|------------------------------|
| SUNDAY - 1/5/96 | #110-ECONOMIC DEVELOPMENT |
| MONDAY - 1/6/96 | #110-ECONOMIC DEVELOPMENT |
| SUNDAY - 1/12/96 | #113-CONGRESSMAN JOHN SPRATT |
| MONDAY - 1/13/96 | #113-CONGRESSMAN JOHN SPRATT |
| SUNDAY - 1/19/96 | #114-LAND TRUSTS |
| MONDAY - 1/20/96 | #114-LAND TRUSTS |
| SUNDAY - 1/26/96 | #115-TEEN SMOKING |
| MONDAY - 1/27/96 | #115-TEEN SMOKING |

FEBRUARY - 1997

| | |
|------------------|-------------------------------|
| SUNDAY - 2/2/96 | #116-MENTAL HEALTH |
| MONDAY - 2/3/96 | #116-MENTAL HEALTH |
| SUNDAY - 2/9/96 | #117-RECYCLING |
| MONDAY - 2/10/96 | #117-RECYCLING |
| SUNDAY - 2/16/96 | #112-AFRICAN-AMERICAN HISTORY |
| MONDAY - 2/17/96 | #112-AFRICAN-AMERICAN HISTORY |
| SUNDAY - 2/23/96 | #118-SCHOOL-TO-WORK |
| MONDAY - 2/24/96 | #118-SCHOOL-TO-WORK |

MARCH - 1997

| | |
|------------------|----------------------------|
| SUNDAY - 3/2/96 | #120-ELECTRIC DEREGULATION |
| MONDAY - 3/3/96 | #120-ELECTRIC DEREGULATION |
| SUNDAY - 3/9/96 | #119-SERVING THE POOR |
| MONDAY - 3/10/96 | #119-SERVING THE POOR |
| SUNDAY - 3/16/96 | #122-ARTS FUNDRAISING |
| MONDAY - 3/17/96 | #122-ARTS FUNDRAISING |
| SUNDAY - 3/23/96 | #121-DOWNTOWN DEVELOPMENT |
| MONDAY - 3/24/96 | #121-DOWNTOWN DEVELOPMENT |
| SUNDAY - 3/30/96 | #123-AIDS AWARENESS |
| MONDAY - 3/31/96 | #123-AIDS AWARENESS |

AS AN ADDED PUBLIC SERVICE THIS SHOW IS PROVIDED TO THE CN2, THE LOCAL CABLE STATION IN ROCK HILL. CN2 BROADCASTS THE PROGRAM ON WEDNESDAYS AT 11:30 AM.

DURING THE PRIOR QUARTER THE FOLLOWING 30-MINUTE PUBLIC AFFAIRS PROGRAMMING WAS BROADCAST TO SERVE THE NEEDS AND CONCERNS OF THE ROCK HILL COMMUNITY BASED ON ASSCERTAINMENTS OF COMMUNITY NEEDS AND PROBLEMS CONDUCTED OVER A 100-PERSON INTERVIEW.

FOCUS 55

OCTOBER - 1996

SUNDAYS AT 7:30AM AND MONDAYS AT 1:00PM

| | |
|-------------------|---------------------------|
| SUNDAY - 10/6/96 | #03-CATAWBA INDIAN NATION |
| MONDAY - 10/7/96 | #03-CATAWBA INDIAN NATION |
| SUNDAY - 10/13/96 | #101-AGING |
| MONDAY - 10/14/96 | #101-AGING |
| SUNDAY - 10/20/96 | #102-AT-RISK YOUTH |
| MONDAY - 10/21/96 | #102-AT-RISK YOUTH |
| SUNDAY - 10/27/96 | #103-WINTHROP UNIVERSITY |
| MONDAY - 10/28/96 | #103-WINTHROP UNIVERSITY |

NOVEMBER - 1996

| | |
|-------------------|-----------------------------|
| SUNDAY - 11/3/96 | #104-HISTORIC BRATTONSVILLE |
| MONDAY - 11/4/96 | #104-HISTORIC BRATTONSVILLE |
| SUNDAY - 11/10/96 | #102-AT-RISK YOUTH |
| MONDAY - 11/11/96 | #102-AT-RISK YOUTH |
| SUNDAY - 11/17/96 | #105-VIOLENCE AGAINST WOMEN |
| MONDAY - 11/18/96 | #105-VIOLENCE AGAINST WOMEN |
| SUNDAY - 11/24/96 | #106-CATAWBA FESTIVAL |
| MONDAY - 11/25/96 | #106-CATAWBA FESTIVAL |

DECEMBER - 1996

| | |
|-------------------|-------------------------------|
| SUNDAY - 12/1/96 | #107-FORGOTTEN PEOPLE |
| MONDAY - 12/2/96 | #107-FORGOTTEN PEOPLE |
| SUNDAY - 12/08/96 | #108-NEIGHBORHOODS |
| MONDAY - 12/09/96 | #108-NEIGHBORHOODS |
| SUNDAY - 12/15/96 | #109-YORK TECHNICAL COLLEGE |
| MONDAY - 12/16/96 | #109-YORK TECHNICAL COLLEGE |
| SUNDAY - 12/22/96 | #111-CITY MANAGEMENT |
| MONDAY - 12/23/96 | #111-CITY MANAGEMENT |
| SUNDAY - 12/29/96 | #112-AFRICAN-AMERICAN HISTORY |
| MONDAY - 12/30/96 | #112-AFRICAN-AMERICAN HISTORY |

AS AN ADDED PUBLIC SERVICE THIS SHOW IS PROVIDED TO THE CN2. THE LOCAL CABLE STATION IN ROCK HILL. CN2 BROADCASTS THE PROGRAM ON WEDNESDAYS AT 11:00 AM.

DURING THE PRIOR QUARTER THE FOLLOWING 30 MINUTE PUBLIC AFFAIRS PROGRAMMING WAS BROADCAST TO SERVE THE NEED AND CONCERNS OF THE ROCK HILL COMMUNITY BASED ON ASSCERTAINMENTS OF COMMUNITY NEEDS AND PROBLEMS CONDUCTED OVER A 100 PERSON INTERVIEW.

FOCUS 55

JULY - 1996

SUNDAYS - 11:30 PM AND MONDAYS - 12:00 PM

| | |
|-------------------|----------------------------|
| MONDAY - 07/01/96 | #17 ASSCERTAINMENTS |
| SUNDAY - 07/07/96 | #21-JUDICIAL REFORM |
| MONDAY - 07/08/96 | #21-JUDICIAL REFORM |
| SUNDAY - 07/14/96 | #10-FUTURE OF OUR AIRPORTS |
| MONDAY - 07/15/96 | #10-FUTURE OF OUR AIRPORTS |
| SUNDAY - 07/21/96 | #19-CHAMBER OF COMMERCE |
| MONDAY - 07/22/96 | #19-CHAMBER OF COMMERCE |
| SUNDAY - 07/28/96 | #09-SUCCESS STORY/DRUGS |
| MONDAY - 07/29/96 | #09-SUCCESS STORY/DRUGS |

AUGUST - 1996

| | |
|-------------------|------------------------------------|
| SUNDAY - 08/04/96 | #23-COMMERCIAL DEVELOPMENT |
| MONDAY - 08/05/96 | #23-COMMERCIAL DEVELOPMENT |
| SUNDAY - 08/11/96 | #16-ECONOMIC DEVELOPMENT/TRAINING |
| MONDAY - 08/12/96 | #16-ECONOMIC DEVELOPMENT/TRAINING |
| SUNDAY - 08/18/96 | #15-JUDICIAL REFORM |
| MONDAY - 08/19/96 | #15-JUDICIAL REFORM |
| SUNDAY - 08/25/96 | #06-DRUG/ALCOHOL ABUSE AMONG TEENS |
| MONDAY - 08/26/96 | #06-DRUG/ALCOHOL ABUSE AMONG TEENS |

SEPTEMBER - 1996

| | |
|-------------------|-----------------------------|
| SUNDAY - 09/01/96 | #22-VOTING TRENDS |
| MONDAY - 09/02/96 | #22-VOTING TRENDS |
| SUNDAY - 09/08/96 | #12 HOMELESSNESS |
| MONDAY - 09/09/96 | #12-HOMELESSNESS |
| SUNDAY - 09/15/96 | #14-DOWNTOWN REVITALIZATION |
| MONDAY - 09/16/96 | #14-DOWNTOWN REVITALIZATION |

SUNDAYS AT 7:30AM AND MONDAYS AT 1:00PM

| | |
|-------------------|-------------------------------|
| SUNDAY - 09/22/96 | #23-ROCK HILL CITY GOVERNMENT |
| MONDAY - 09/23/96 | #22-ROCK HILL CITY GOVERNMENT |
| SUNDAY - 09/29/96 | #11-COMMUNITY CLEANUP |
| MONDAY - 09/30/96 | #11-COMMUNITY CLEANUP |

APPENDIX C



Student Television, the nation's only **in-school** family marketing program...

- ♦ The STV **Website** (studenttv.com) with underwriter icons, topic information, and links to your own website.
- ♦ The **in-school magazine**, featuring a 1/2 page underwriter section. Delivered to 200,000+ students in February, May and November.
- ♦ The STV **database**...100,000+ members!
- ♦ **In-school videos**, including your PSAs and underwriter identification.
- ♦ Topic exclusive sponsorship of **"In Our Classrooms"**, a one hour public affairs program for parents, airing Sundays 6-7PM and repeated in the schools and on the schools' cable channel.
- ♦ On-air **vignettes**, exclusive in your category, airing on WJZY (UPN) and WB55. The vignettes air in programs targeting children (The Disney Afternoon and UPN Kids) and their parents (Full House, Family Matters, America's Funniest Home Videos, Mad About You, Saturday morning sitcoms, etc.).
- ♦ In-school and event **appearances** on your behalf by Jeff Johnson, the popular STV spokesperson.
- ♦ The STV **Minigrant** competition; tax deductible and paid directly to the schools.

2/97



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Johnson

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STUFF

- WIN A FAMILY TRIP FOR FOUR TO A DUDE RANCH!
- LEARN ABOUT THE WILD, WILD WEST!



CAROLINA

WINN-DIXIE

SMITH